

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 259378

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Stephanie Kincaid
Name

PO Box 480 Arnold, MD 21012
Address

202-567-6193
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Darrell Crate

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is Mitt Romney.
- b. The candidate seeks election to the office of President in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is _____.
- b. The Purchaser is _____.

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WPLG

ORDER

Print Date 09/18/12 Page 1 of 2

Flight Dates 09/19/12-09/25/12

Contract / Revision 259378 / ROMNEY FOR PRESIDENT

Original Date / Revision 09/18/12 09/18/12
Agency Com 15%
Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider
138 Conant Street
Beverly, MA 01915

Agency American Rambler Productic

Buying Contact
Sales Office DC
Sales Region NAT
Agency Ref
138 Conant Street
Beverly, MA 01915

Order Sep 00:15:00

Estimate # 382

Alt Order # 06321649

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 100% Market Value 12525

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	42	\$10,646.25	\$12,525.00	0.00	08/27/12	09/25/12	42	\$10,646.25	\$12,525.00
Totals	42	\$10,646.25	\$12,525.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WPLG	09/19/12	09/21/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-10:00 AM)	--WTF--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$150.00		0.00			
2	WPLG	09/24/12	09/25/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-10:00 AM)	MT-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$150.00		0.00			
3	WPLG	09/24/12	09/25/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	MT-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$175.00		0.00			
4	WPLG	09/19/12	09/21/12	M-F 1p The Chew The Chew	CM	1-2p	--WTF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$175.00		0.00			
5	WPLG	09/24/12	09/25/12		CM	2-3p	MT-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00



Hiatus Dates

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside **Product** ROMNEY FOR PRESIDENT **Estimate #** 382

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 2p Gen Hospital General Hospital		(2:00 PM-3:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$175.00		0.00			
6	WPLG	09/19/12	09/21/12	M-F 2p Gen Hospital General Hospital	CM	2-3p	--WTF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$175.00		0.00			
7	WPLG	09/24/12	09/25/12	M-F 5p LCL News Local 5p News	CM	5-6p	MT-----	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$325.00		0.00			
8	WPLG	09/19/12	09/21/12	M-F 5p LCL News Local 5p News	CM	5-6p	--WTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$325.00		0.00			
9	WPLG	09/19/12	09/21/12	M-F 6p LCL News M-F Local News	CM	6-630pm	--WTF--	:30	6	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$550.00		0.00			
10	WPLG	09/24/12	09/25/12	M-F 6p LCL News M-F Local News	CM	6-630pm	MT-----	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$550.00		0.00			
11	WPLG	09/22/12	09/22/12	SAT 11-1130P SAT Late News	CM	11-1130P	-----2-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----2-					2	\$350.00		0.00			
12	WPLG	09/22/12	09/22/12	SAT 5:30am LCL News SAT/5:30a-6a LCL New	CM	5:30a-6a	-----1-	:30	1	\$25.00	P-2	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1-					1	\$25.00		0.00			
13	WPLG	09/23/12	09/23/12	6AM-Sun LCL 10 News Local 10 News Sunday	CM	6-7am	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1					1	\$100.00		0.00			
14	WPLG	09/23/12	09/23/12	6AM-Sun LCL 10 News Local 10 News Sunday	CM	6-7am	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1					1	\$100.00		0.00			
15	WPLG	09/23/12	09/23/12	7a-Sun LCL 10 News Local 10 News Sunday	CM	7-8am	-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1					1	\$175.00		0.00			
16	WPLG	09/23/12	09/23/12	7a-Sun LCL 10 News Local 10 News Sunday	CM	7-8am	-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. # 259406

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Tere Gutierrez
Name

814 Ponce De Leon Blvd
Address

786-255-6317
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

ANTONIO L. ARGIZ

ED TORGAS

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is N/A.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is MIAMI DADE SCHOOL BOND.
- b. The Purchaser is Building For Tomorrow.

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WPLG

ORDER

Print Date 09/18/12

Page 1 of 1

Flight Dates 10/07/12-11/04/12

Order Sep 00:15:00

Contract / Revision 259406 /

Product

Estimate #

Original Date / Revision

Building for Tomorrow

Alt Order #

09/18/12 09/18/12

Agency Com 15%

Billing Type Cash

Advertiser ISS/Miami Dade School Boni

Billing Contact

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency G Media Group, The

**814 Ponce De Leon Blvd
#204
Coral Gables, FL 33134**

Demographic A25-54

Buying Contact

Rev Codes AGY POL ISSUE

**814 Ponce De Leon Blvd
#204
Coral Gables, FL 33134**

Sales Office MIA

Product Codes PL-Ballot-Related

Sales Region LOC

Priority P-2

Agency Ref

Advertiser Ref

Primary Account Executive

Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 50% Market Value 7000

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	2100
WPXM	%	0
WSVN	%	0
WTVJ	20%	1400

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$2,380.00	\$2,800.00	0.00	10/01/12	10/28/12	4	\$2,380.00	\$2,800.00
November 2012	1	\$595.00	\$700.00	0.00	10/29/12	11/04/12	1	\$595.00	\$700.00
Totals	5	\$2,975.00	\$3,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPLG	10/07/12	11/04/12	TWISF/Michael Putney CM	CM	1130a-1230p	-----S	:30	1	\$700.00	P-2	0.00	NM	5	\$3,500.00
This Week in South Florid															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12		10/01/12	10/07/12	-----S		1		\$700.00		0.00					
Week: 10/08/12		10/08/12	10/14/12	-----S		1		\$700.00		0.00					
Week: 10/15/12		10/15/12	10/21/12	-----S		1		\$700.00		0.00					
Week: 10/22/12		10/22/12	10/28/12	-----S		1		\$700.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	-----S		1		\$700.00		0.00					
													Totals	5	\$3,500.00